

Course Material **Headlinestudio**

Note:

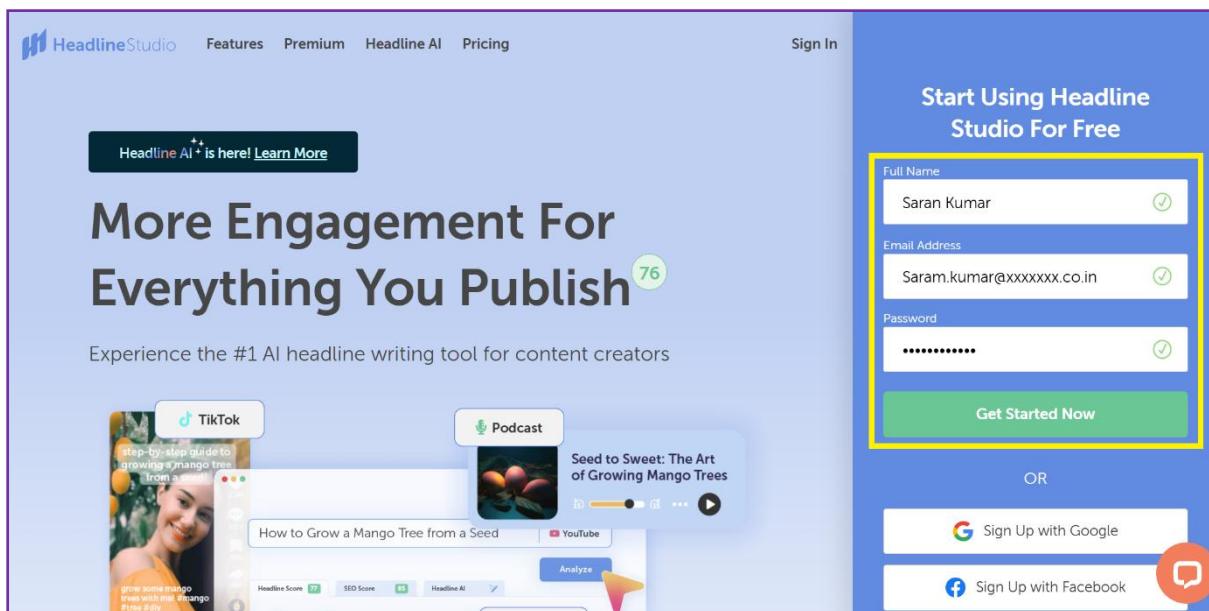
1. Please refer the Zoom meeting recordings to understand how the tool works before getting started.
2. The free versions of all AI tools come with limited usage.

AI Tools for Enhancing Audience Engagement

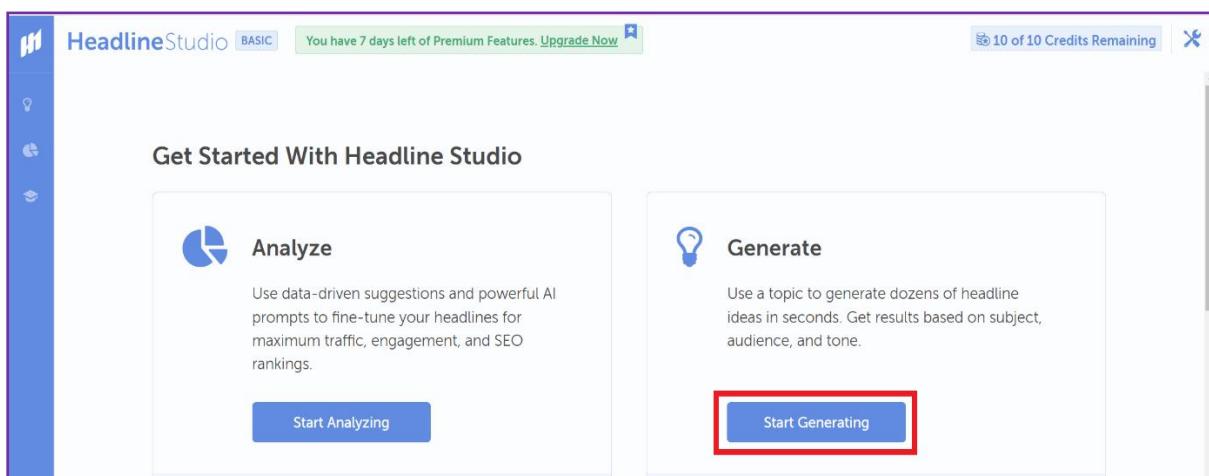
Headlinestudio

1. Go to <https://coschedule.com/headline-studio>
2. Use your work email ID and set up a password of your choice to create a premium account with a 7-day trial period.

Note: Personal email IDs will not work.



3. Once inside, click on 'Start Generating' to create headlines of your preference.



- Enter a topic or keyword of your choice and select the medium where your article will be showcased. You can also customize the target audience and content tone.

The screenshot shows the HeadlineStudio interface. At the top, it says "HeadlineStudio BASIC" and "You have 7 days left of Premium Features. Upgrade Now". On the right, it shows "10 of 10 Credits Remaining". The main area has three input fields: "Topic Enter your topic(s) or keyword(s)" with "ex. content marketing tools, SEO", "Audience Enter your target audience" with "ex. small business marketers", and "Tone Enter your brand's tone of voice" with "ex. informal". To the right of these fields is a red-bordered dropdown menu titled "Medium" with options: Blog, YouTube, Email, Podcast, TikTok, Instagram, Ad, LinkedIn, and Headline. At the bottom, there's a message "You're missing the chance to increase your score!" with "Upgrade Now" and a "Hide optional fields" button.

- Click on “Generate” after entering your topic and preferences.

The screenshot shows the HeadlineStudio interface with a blue sidebar on the left. The main area displays a generated headline: "Climate change and its impact on future generations". The "Topic" field contains "Climate change and its impact on future generations", the "Audience" field contains "Newspaper readers", and the "Tone" field contains "Formal". A red box highlights the "Generate 1 Credit" button at the bottom right. The bottom of the screen features a message "You're missing the chance to increase your score!" with "Upgrade Now" and a "Hide optional fields" button.

- Select your preferred generated topic and click on 'Analyze'. The headline chosen will be analysed and the consolidated result score will be shown. If the Headline and SEO Score are high, it means your article is more likely to be seen by a larger audience online.

HeadlineStudio BASIC You have 7 days left of Premium Features. Upgrade Now 

10 of 10 Credits Remaining  X

Generate a new headline

Topic Enter your topic(s) or keyword(s)

Climate change and its impact on future generations 

Audience Enter your target audience

Newspaper readers

Tone Enter your brand's tone of voice

Formal

Hide optional fields ^ 

You're missing the chance to increase your score !  Upgrade Now

HeadlineStudio BASIC You have 7 days left of Premium Features. Upgrade Now 

8 of 10 Credits Remaining  X

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The Long Shadow of Climate Change: Consequences for Future Generations 

Headline Score 62 SEO Score 50 Headline AI  Reanalyze 1 Credit 

62 HEADLINE SCORE 

Word Balance Headline Type Reading Grade Level Sentiment Clarity Skimmability

Pro Tip: Improve Your Headline Score See the overall score for your current headline, plus a detailed breakdown of your headline results so you can see where to improve your headline. Learn how to write headlines that drive more traffic & shares.

Headline Google recommends a headline limit of 60 characters for title tags on their search engine results pages (SERPs). The best titles are around 50-60 characters (10-12 words) and display fully on most devices. Here's how your headline stacks up:

yourwebsite.com > the-long-shadow-of-climate-ch... **The Long Shadow of Climate Change: Consequences for Future Generations**